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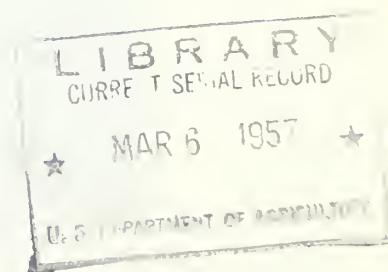
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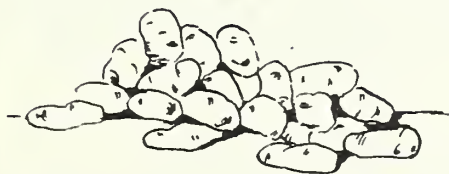
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1957

ACREAGE-MARKETING GUIDES



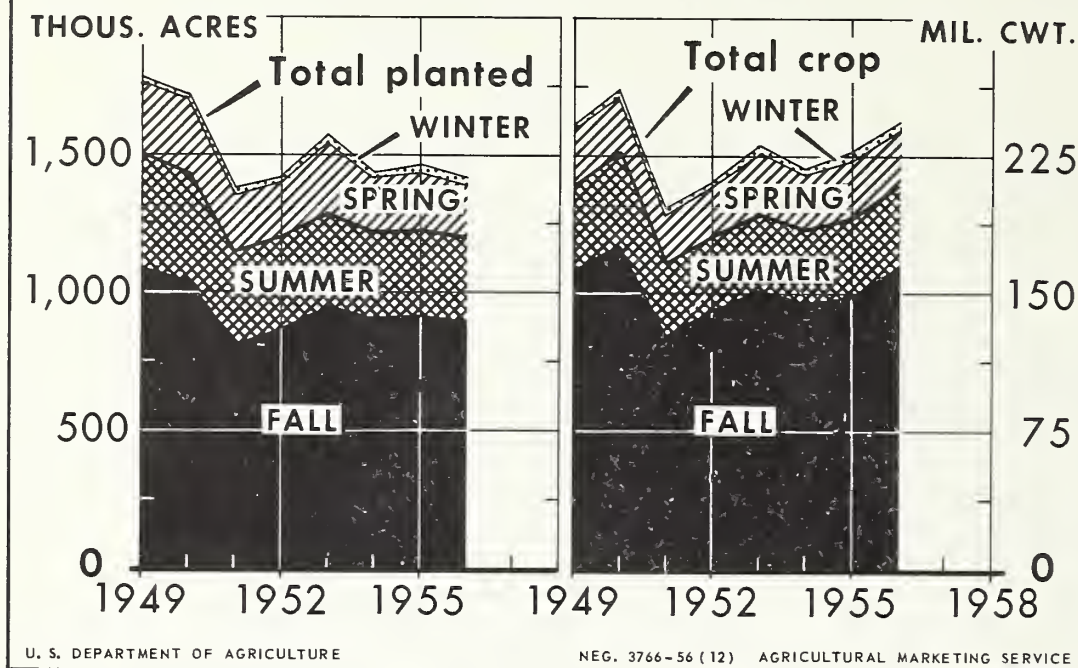
Summer Potatoes



Fall Potatoes

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service

SEASONAL POTATO ACREAGE AND PRODUCTION



Total potato acreage has shown relatively small annual variation since 1951. The 1951 acreage was at a near record low, and followed the termination of price support effective with the 1950 crop. The proportion of total acreage represented by each seasonal group has held about constant in recent years, through winter crop acreages in California and Florida and the early spring crop acreage in Florida are expanding. In 1956, most states planted an acreage equal to or less than that in 1955. However, Florida, Maine, Minnesota, North Dakota and Washington planted slightly more acreage; Idaho planted considerably more. Potato production has shown an upward trend because of increases in average yield per acre. The 1956 average yield per acre of 174.9 hundredweight was record high. (See Table 1)

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F O R E W O R D

The acreage-marketing guides program for potatoes is directed toward balancing the supply with market requirements. The program is an attempt by the U. S. Department of Agriculture to provide estimates of the acreage required, with average yields, to supply the quantity deemed necessary to meet the market need anticipated for the coming season.

On the basis of the latest information, specific recommendations are developed for each state. Recognition is given to trends, both in recent years and for long time periods. Also, any abnormalities of preceding seasons are considered. However, the recommendations are based upon the assumption that average growing conditions will prevail in the following season. The acreage recommendation is presented in terms of a percentage change from the acreage for the preceding year. Growers may apply this percentage-change recommendation to their individual operation. The recommendations are reviewed before publication by representatives of various agencies of the Department of Agriculture.

The information is presented to the grower in sufficient time for him to consider the facts as he develops his plans for the forthcoming season. The fundamental concept behind the guides program is that, given the best information possible, the grower will be in a better position to make intelligent decisions for his and the industry's best interest. Compliance with the guides on the part of growers is voluntary.

1957 ACREAGE-MARKETING GUIDES
Summer Potatoes - Fall Potatoes

I. SUMMARY OF ADJUSTMENTS

The primary purpose of acreage-marketing guides is to bring about a needed percentage change in planted acreage from that of the preceding year so that the resulting supply will be in line with market requirements. Since the individual grower almost certainly knows the acreage of potatoes planted on his farm in 1956, he should adjust his own acreage in accordance with the individual State guide. For example, where it is recommended that the State's 1957 potato acreage be decreased 5 percent from the acreage planted in 1956, all potato growers should decrease their acreage by 5 percent.

II. ECONOMIC CONDITIONS AND DEMAND FOR GOODS AND SERVICES IN 1957

General demand conditions in the summer and fall of 1957 are likely to average above the same period of 1956. However, prospective trends in spending suggest that consumer income may rise more slowly in 1957 than in 1956. Expenditures for food products are also expected to rise further as incomes increase. But continued high marketing costs will moderate the effect of rising incomes on the demand for farm products.

Economic activity rose to record levels in the last half of 1956 with the gross national product averaging about 5 percent above the last half of 1955. Increased consumer buying of nondurable goods and services, larger business outlays for capital, and increased purchases by state and local governments more than offset some weakness in residential building and consumer purchases of durable goods.

In 1957 government spending, federal as well as state and local, is expected to rise more than in 1956. Outlays for defense and other federal government programs are scheduled to increase and the uptrend in spending by state and local governments is being reinforced by the new highway program and expanded needs for schools and other facilities. Business investment spending continues to increase but at a slower pace than in 1956. Business plans, recently surveyed, indicate outlays for plant and equipment in 1957 around a tenth above 1956 with about half of the gain due to price increase. The first quarter rate this year is running 8 to 9 percent above the average for 1956.

Demand For Summer and Late Potatoes in 1957-58: While a given quantity of potatoes will bring better prices if consumer incomes are high, changes in potato supply have much more influence on prices than do changes in incomes. The demand for summer and late potatoes during the 1957 crop marketing season is expected to be at least equal to that of a year earlier.

Prices received by farmers for potatoes, compared with a year earlier, will depend largely on the volume produced and marketed. Production much in excess of guide recommendations would be expected to result in marketing difficulties.

III. PRODUCTION AND MARKETING MATERIALS AND FACILITIES

The equipment, materials and facilities required for the production, packaging and distribution of 1957 summer and fall potato crops are expected to be in ample supply.

All farm machinery and equipment except crawler tractors should be readily available. Orders for crawler tractors should be placed early because the road building program is expected to create additional demand for heavy tractors. Supplies of all fertilizer materials will be ample to meet expected demand in the coming season. If orders are placed early, any type material desired should be obtainable. Supplies of insecticides, fungicides and weed killers generally will be in good supply to meet 1957 needs. Since infestations during the summer may deplete stocks of some essential items, users of pesticides should order early to assure themselves a supply of effective materials throughout the summer and fall season.

All types of containers and packaging material are expected to be in ample supply. The containers and packaging industry is continuing to expand production capacity to meet the growing demands for shipping containers as well as for consumer size containers and protective packaging materials.

Manpower: The over-all supply of farm laborers in 1957 is expected to be about the same as in 1956. Even though current high levels of employment continue, the supply of seasonal workers is expected to be about the same as last year. The supply of experienced year-round workers, however, is expected to continue tight. To maintain a reasonably adequate supply of skilled workers, improvements of employment conditions must keep pace with non-farm jobs. This includes improved housing and more continuity of employment in order to enable agriculture to attract and hold key experienced workers.

More effective recruitment and fuller utilization of the domestic work force are assured when planning is done in close cooperation with Employment Service offices. This is especially important in those areas using large numbers of migratory workers. These offices also are in a position to arrange for employment, under contract, of off-shore, domestic and foreign labor if local and migrant labor supplies prove inadequate. The prospective supply of labor from these outside sources appears adequate to meet needs that may develop.

Transportation: Facilities should be ample for transporting the production from the recommended acreage of 1957 summer and fall season potatoes. If weather conditions permit normal patterns of production and loading in 1957, the supply of railroad cars should be adequate. Any shortages which occur

should be temporary. The Association of American Railroads and the car lines continue to watch the distribution of refrigeration cars closely, so as to maintain adequate rolling stock in the various shipping areas.

IV. SURPLUS REMOVAL OPERATIONS

Compliance with potato acreage marketing guides is voluntary. The Department, therefore, does not commit itself to provide any assistance in disposing of excess supplies which may occur during any crop year. By providing growers with the necessary information, the Department expects that potato acreage can be adjusted so that the resulting supply will be in balance with market requirements. Before planting time, growers should take every precautionary measure possible to assure themselves of available marketing outlets for their potato production.

Experience has demonstrated that potato producing areas which have available or have taken steps to provide local outlets for excess supplies consisting of culls and other low-grade potatoes, assure themselves of a valuable price stabilizer. Growers and others associated with the marketing of potatoes should develop and use local outlets for low-grade potatoes to the maximum extent. The Department stands ready to provide guidance and suggestions for such endeavors.

V. 1957 ACREAGE-MARKETING GUIDES

In recent years potato supplies have tended to be in excess of market requirements. Annual food and seed requirements remain relatively stable. Demand for table stock potatoes does not materially increase or decrease in response to moderate changes in price. In order to keep supplies in balance with demand, a downward adjustment in total acreage is required in view of the upward trend in yield per acre.

The 1957 acreage guide is 1,335,865 acres, 5.4 percent less than the 1,411,700 acres planted in 1956. For the early summer crop the guide is 99,550 acres, only slightly less than in 1956. For the late summer crop, the guide is 182,615 acres, 4 percent less than the 190,400 acres planted in 1956. The fall crop acreage guide is 837,920 acres, 6 percent less than the 893,600 acres planted in 1956. The 1957 guides recommended a 1957 winter crop acreage equal to that of 1956, and a spring crop acreage 6 percent less than in 1956.

The 1957 marketing guide is 212.6 million hundredweight as compared with the 1956 production of 243.2 million hundredweight, and the 1956 marketing guide of 205.2 million hundredweight. The 1957 marketing guide was increased over that of 1956 because potato requirements are expanding with growth in population; more selective size and quality standards for food potatoes results in heavier cullage; and the increased supply utilized for food processing has broadened the marketing base. The marketing guide for each season is shown on page 5.

1957 POTATO ACREAGE GUIDES
SUMMER AND FALL CROPS AND SUMMARY FOR ALL CROP SEASONS

Season and State	: : 1957 : Acreage : Guide	: Percentage : Guide is of : 1956 planted : acreage	Season and State	: : 1957 : Acreage : Guide	: Percentage : Guide is of : 1956 planted : acreage
	Acres	Percent		Acres	Percent
<u>Early Summer:</u>			<u>Fall:</u>		
Missouri	10,000	100	Maine	135,500	93
Kansas	3,000	100	New Hampshire	2,300	100
Delaware	7,650	85	Vermont	2,800	100
Maryland	3,000	100	Massachusetts	4,700	100
Virginia	29,800	100	Rhode Island	3,200	91
North Carolina	9,400	100	Connecticut	6,400	100
Georgia	2,800	100	New York, L. I.	27,660	92
Kentucky	15,000	100	New York, Up State	38,000	100
Tennessee	13,000	100	Pennsylvania	47,600	100
Texas	5,900	100	8 Eastern-Fall	268,160	95.6
Total E. Summer	99,550	98.7			
<u>Late Summer:</u>			Ohio	13,800	100
Massachusetts	2,100	100	Indiana	5,300	95
Rhode Island	1,270	98	Michigan	47,000	100
New York, L. I.	20,000	100	Wisconsin	26,000	100
New Jersey	17,000	100	Minnesota	76,350	91
Pennsylvania	4,400	100	Iowa	6,000	100
Ohio	7,700	100	North Dakota	90,360	95
Indiana	4,000	100	South Dakota	9,500	100
Illinois	3,500	100	Nebraska	15,300	100
Michigan	6,500	100	9 Central-Fall	289,610	95.8
Wisconsin	19,550	85			
Minnesota	5,015	96	Montana	8,980	100
Nebraska	5,600	100	Idaho	153,850	85
Maryland	2,300	100	Wyoming	4,180	87
Virginia	4,700	100	Colorado	45,000	100
West Virginia	12,000	100	Utah	10,000	100
North Carolina	4,300	100	Nevada	1,530	85
Idaho	9,100	100	Washington	14,450	85
Wyoming	1,125	94	Oregon	25,660	99
Colorado	9,850	99	California	16,500	100
New Mexico	1,275	85	9 Western-Fall	280,150	90.0
Washington	20,400	85			
Oregon	9,930	99	Total Fall	837,920	93.8
California	11,000	100	Total Winter	33,800	100.0
Total L. Summer	182,615	95.9	Total Spring	181,980	94.0
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Total Summer	282,150	96.9	U. S.	1,335,865	94.6

1957 ACREAGE-MARKETING GUIDES
WINTER AND SPRING POTATOES 1/

State and Seasonal Group	1957 Acreage	:Percentage :Guide is of 1956 Planted Acreage	State and Seasonal Group	1957 Acreage	:Percentage :Guide is of 1956 Planted Acreage
	Acres	Percent		Acres	Percent
Winter:			Late Spring:		
Florida	16,000	100	North Carolina	20,500	100
California	<u>17,800</u>	<u>100</u>	South Carolina	8,400	100
Total Winter	33,800	100	Georgia	2,200	100
			Alabama	24,200	100
			Mississippi	9,500	100
			Arkansas	10,100	100
Early Spring:			Louisiana	8,300	100
Florida	23,580	90	Oklahoma	4,700	100
Texas	<u>400</u>	<u>100</u>	Texas	9,100	100
Total E. Spring	23,980	90	Arizona	4,300	100
			California	<u>56,700</u>	<u>90</u>
			Total L.Spring	158,000	96

1/ Winter crop guides announced in August 1956; Spring crop guides announced in November 1956

SEASONAL SUMMARY OF 1957 POTATO MARKETING
GUIDES AND COMPARISON WITH 1956 PRODUCTION

Crop Season	1957 Marketing Guide	1956 Production	:Percentage :Guide is of 1956 Production
	1,000 hundredweight		Percent
Winter	5,915	5,260	112
Early Spring	3,604	4,022	90
Late Spring	22,732	24,330	93
Early Summer	8,724	9,503	92
Late Summer	30,508	34,133	89
Fall:			
8 Eastern States	55,681	66,408	84
9 Central States	33,677	40,853	82
9 Western States	<u>51,751</u>	<u>58,729</u>	<u>88</u>
Total-Fall	141,108	165,990	85
U. S.	212,591	243,238	87

VI. COMPARISONS AND COMMENTS

From the standpoint of acreage, tonnage of production, and crop value, the potato is the leading vegetable crop. Among all crops, potatoes rank eighth in value of production. Potatoes are grown in every State, but the bulk of the production originates in relatively few States. In 1956, the combined production in the States of Maine, California, Idaho, and New York totaled 120 million hundredweight, which represented 49 percent of the U. S. crop of 243 million hundredweight. About 3 percent of the crop is harvested in the winter, 12 percent in the spring, 18 percent in the summer and 66 percent in the fall. Potatoes are harvested every month in the year.

Domestic production consists of round white, round red, and long type varieties. The bulk of production consists of round type potatoes. Long type potato production predominates in the West, particularly in Idaho, Washington and California. Round white and round red type potato production predominates in areas other than the West. However, Wisconsin and Maine recently began production of long type potatoes.

The crop marketing season for potatoes extends over a 19 month period. The Florida 1957 winter crop commenced moving to market in December 1956. Marketing of the 1957 crop in Maine will commence in the fall of 1957 and normally may be expected to terminate in June 1958. Winter and spring crop marketings complement storage stock marketings in the late winter and early spring. Over 400,000 carlot equivalents of food and seed potatoes move through the channels of distribution in a 12-month period. Chicago and New York City are the two most important terminal markets for potatoes. The two cities in turn serve secondary markets.

Market requirements for food potatoes have remained relatively stable in recent years. Per capita consumption declined sharply after World War II. Since 1953, per capita consumption has stabilized at slightly over 100 pounds. Of each 100 pounds consumed for food from the 1956 crop, approximately 20 pounds will be consumed in the processed form. The quantity of potatoes consumed in the processed form is trending upward. Current U. S. requirements for food potatoes approximate 170 million hundredweight per year. About 20 million hundredweight are required for seed for the crop in the ensuing year. Production in excess of primary requirements for food and seed, is used for starch and flour manufacture, and for live-stock feed.

Since the turn of the century the largest acreage of potatoes occurred in 1922 when 3.9 million acres were harvested. Acreage declined to 2.8 million acres in 1925, but adjusted upward to 3.6 million acres in 1932 and 1934. From 1934 to 1951, acreage reflected a general downward trend. The 1951 acreage of 1,373,000 acres was record low. Acreage increased to 1,562,000 acres in 1953, declined to 1,460,000 acres in 1955 and to 1,411,700 acres in 1956. From 1945 to 1956, potato acreage declined by almost 50 percent.

The downward adjustment in potato acreage was accompanied by an upward trend in average yield per acre. Average yield held below the 100 hundredweight mark up through 1945. Yield increased to 115.7 hundredweight in 1946 and to 151 hundredweight by 1953. Average yield has increased in each of the past three crop years. The 1956 average yield of 174.9 hundredweight per acre was record high. Higher yield now, as compared with a decade ago, is due to retirement of marginal acreage, expansion in use of specialized machinery and equipment, improvement in seed stock, and more extensive use of commercial fertilizers and insecticides.

Throughout the years, potato production and resulting supply has generally been equal to or in excess of market requirements. The only significant shortage in supply occurred during the first six months of 1952, following the small 1951 crop of 195.8 million hundredweight. The largest crop on record was the 1946 crop of 292.4 million hundredweight.

Though potato production is scattered throughout the Nation, relatively few areas and relatively few farms within each area produce the bulk of the crop. In the 1955 Census of Agriculture 1,432,466 farms reported potato production. However, 5,510 farms, each growing 50 acres or more of potatoes, produced almost 53 percent of the U. S. crop. Between 1949 and 1954, the number of potato farms declined by 13 percent, but the large potato farms, those raising 50 or more acres of potatoes, increased 8 percent. The 1955 Census also showed that the higher yields are obtained on the larger potato farms. Lower yields are obtained on the smaller potato farms.

The supply and price relationship of potatoes is such that a change in supply is accompanied by a larger change in price in the opposite direction. The relatively small 1951 crop of 195.8 million hundredweight was valued at almost 528 million dollars. In contrast, the 227 million hundredweight crop of 1955 was valued at about 402 million dollars. Market requirements for potatoes remain relatively stable. Consumers do not materially increase or decrease quantities purchased in response to moderate changes in price.

1956 Crop: Potato acreage was at a near record low in 1956. A record high average yield was obtained, and production amounted to 243 million hundredweight, 7 percent more than the 1955 crop of 227 million hundredweight. About 14 percent of the crop was for late summer harvest and 68 percent for fall harvest. Fall potato production amounted to 166 million hundredweight, 12 percent more than the 1955 fall crop of 148.4 million hundredweight.

Both the 1956 spring and early summer crop productions were held to moderate levels and about in line with market requirements. The 1956 late summer crop was slightly in excess of requirements, but the 1956 fall crop was considerably in excess of requirements. Prices received by farmers for potatoes this winter have averaged slightly higher than last winter.

Total storage stocks on January 1, 1957, amounted to 101.1 million hundredweight - 17 percent above the January 1, 1956 holdings of 86.8 million hundredweight. Disappearance of storage potatoes between time of harvest and January 1 totaled almost 65 million hundredweight compared with 61.6 million hundredweight during the corresponding period in 1955.

As compared with January 1, 1956, storage stocks this January were 8 percent higher in the East, 40 percent higher in the Midwest and 14 percent higher in the West. Though storage supplies are heavy, the bulk of the stock is located in areas having marketing agreements and order programs and Section 32 potato diversion programs in effect. Storage supplies should be available to markets until well into the spring season.

The National Potato Council estimates that 39 million hundredweight of 1956 crop potatoes will be processed into various food products. The Council estimates that 27 million hundredweight will be used for potato chips, 5.4 million hundredweight prepared for frozen French frying, and 3.6 million hundredweight will be dehydrated. Additional quantities will be used for flour and for canning. Quantities processed have shown continued annual gains in recent years.

Early Summer Crop: The 1957 acreage-marketing guides for the group total 99,550 acres and 8.7 million hundredweight, respectively. In nine States, no change in acreage from that level planted in 1956 is suggested. A 1,350 acre cut is recommended for Delaware. The price level for early summer crop marketings is greatly influenced by timing of harvest, the size of the late spring crop, and the potential in availability of late summer crop supplies. The 1955 and 1956 early summer crop marketing seasons reflected price extremes. Virginia, for example, produced 3.6 million hundredweight in 1955; grower prices averaged about \$1.81 per hundredweight. In 1956, the Virginia crop was 3.4 million hundredweight; growers' prices averaged about \$4.78 - over twice as high as the 1955 price even though production was not significantly less than in 1955. Such price and supply patterns prevailed for other early summer crop areas.

Late Summer Crop: The 1957 acreage-marketing guides for the group total 182,615 acres and 30.5 million hundredweight, respectively. In 1956, the crop represented 14 percent of total supply. The bulk of the eastern crop is produced in New Jersey and Long Island; Wisconsin and Ohio produce the bulk in the Midwest; Colorado, Idaho, Washington, Oregon and California produce the bulk of the crop in the West. The larger cuts in acreage are suggested in Wisconsin and Washington. In these two States, however, the respective 1957 acreage guides approximate the average acreage planted in recent years. Both States had a sharp up-turn in acreage in 1956.

In 1956, late summer production totalled 34.1 million hundredweight, about 8 percent more than the 1955 crop of 31.7 million hundredweight. Despite the large 1956 production, the crop was marketed at a considerably higher average price than was the smaller 1955 crop. In 1955, late spring and

summer supplies overlapped to a considerable extent and late summer crop supplies sold at relatively low prices. In 1956, late spring and summer supplies were cleaned up on schedule, and the moderate size supply plus delays in harvestings, caused market prices to move to record highs. Late summer marketings commenced near the peak of the price cycle. The crop in the east and midwest was planted late; harvest commenced later than usual. In some late summer crop areas, growers harvested before potatoes had fully matured in order to sell at attractive prices, thus reducing yield. The reduced volume of supply in the potato pipeline created by supply-demand factors in July 1956 worked to the advantage of late summer crop areas marketing in August. In bringing supplies in the potato pipeline up to normal levels, the large late summer crop was worked down to a moderate marketable level.

Fall Crop: The 1957 acreage-marketing guides for the 26 fall crop States total 837,920 acres and 141.1 million hundredweight, respectively. As compared with 1956, it is suggested that acreage be cut 6 percent and production 15 percent. The 1957 guides assume yields by States equal to the 1953-56 average. The 1956 fall crop represented over two-thirds of the 1956 production. The fall crop furnishes the bulk of the market supply of potatoes from late September through April.

The 1957 acreage guide suggests that growers in the Eastern and Central States make an average cut in acreage of 4 percent below that planted in 1956. For the 9 Western States, where acreage has tended to push upward in recent years, an average acreage cut of 10 percent is suggested.

8 Eastern States: The 1957 fall crop acreage-marketing guides for the group total 268,160 acres and 55.7 million hundredweight, respectively. In 1956, the group planted 280,300 acres and produced 66.4 million hundredweight. The group's acreage is trending downward due to the declines in acreages in Pennsylvania and Upstate New York. In Maine, acreage has shown but small annual variation since 1952. In 1956, the group produced 40 percent of the fall crop and 27 percent of the total crop.

9 Central States: The 1957 fall crop acreage-marketing guides total 289,610 acres and 33.7 million hundredweight, respectively. In 1956 the group planted 302,200 acres and produced 40.9 million hundredweight. The group's acreage has trended downward since 1953. Relatively low average yields are obtained. In 1956 the group's yield was 140 hundredweight per acre compared with the 238 hundredweight average in the 8 Eastern States and 192 hundredweight in the 9 Western States. In 1956 the group produced 25 percent of the fall crop and 17 percent of the total crop.

9 Western States: The 1957 fall crop acreage-marketing guides for the group total 280,150 acres and 51.8 million hundredweight, respectively. In 1956 the group planted 311,100 acres and produced 58.7 million hundredweight. The group's acreage is trending upward due in part to acreage increases in Washington and Idaho. In 1956 the group produced 35 percent of

the fall crop, and 24 percent of the total crop.

VII. SUMMARY FOR SELECTED AREAS

Maine: In 1956 the State produced 40.6 million hundredweight, almost 17 percent of the U. S. crop. The State's production included 16.2 million hundredweight of certified seed, which was more than half of U. S. certified seed production. From 1952 through 1956, the State's acreage ranged from 141,000 to 147,000 acres. In 1956, acreage was increased slightly over that of 1955. Plantings totaled 145,000 acres as compared with the 1956 acreage guide of 129,200 acres. Frost hit part of the 1956 crop at harvest time and resulting shrinkage in stocks has been high. The high shrinkage has partly offset the economic impact of the State's large storage holdings. In recent years, a considerable portion of Maine's acreage was switched from round white type potato production to Russet Burbank, or long type production. During the past 4 crop seasons, 1952-55, the State marketed an average of 42,000 carlots by rail. An additional 6,400 carlot equivalents were shipped by truck. The shipments included about 7,000 carlot equivalents of certified seed potatoes. The bulk of the State's supply is marketed between January 1 and May 30. Section 32 diversion programs were activated for the 1953, 1954, 1955 and 1956 crops. Relatively small quantities were diverted for processing into starch and for livestock feed under the 1953 and 1954 Section 32 programs. Almost 5.7 million hundredweights (Specification A) were diverted from the 1955 crop. For the 1956 crop, cumulative diversions through January 1957 totaled 4.2 million hundredweight. In 1955, the State's 35.8 million hundredweight crop was valued at 63.4 million dollars. In 1954, the 29 million hundredweight crop was valued at 62.4 million dollars. A fairly large quantity of potatoes is processed for food within the State.

Idaho: In 1956, the State produced 34.9 million hundredweight, which was 14.3 percent of the U. S. crop. The production included almost 2 million hundredweight of certified seed. From 1952 through 1956, the State's acreage ranged from 140,600 to 190,000 acres. From 9,000 to 10,000 acres are grown in Western Idaho for late summer harvest. In 1956, fall crop acreage was increased sharply. Growers planted 181,000 acres as compared with 166,000 acres in 1955. The 1956 acreage was the highest since 1945. Fall crop production amounted to 32.9 million hundredweight, slightly more than in 1955 and 16 percent more than in 1954. A higher percentage of the crop is grading out above marketing order standards this season as compared with last season; frost injury resulted in heavy cullage last season. Prices for 1956 crop marketings through mid-winter have averaged moderately higher than last season, as fairly high prices were obtained for late summer crop marketings. Storage holdings on January 1, 1957, amounted to 22 million hundredweight almost 3 million hundredweight more than on January 1, 1956. Cumulative shipments from the State this season total moderately less than last season. During the past 4 crop seasons, 1952-55, the State marketed an average of 45,200 carlots by rail. An additional 4,100 carlot equivalents

were shipped by truck. The State markets potatoes every month in the year, though shipments are relatively light in the summer months. Section 32 diversion programs were activated for the 1953, 1955 and 1956 crop. Only a small quantity was diverted under Section 32 from the 1953 crop. About 621,000 hundredweight (Specification A) were diverted under Section 32 from the 1955 crop. For the 1956 crop, cumulative diversions through January 1957 totaled 215,000 hundredweight. Only nominal quantities have been diverted under Section 32 programs. Large quantities of the State's supply is processed for food within the State. The use of potatoes for processed food products has expanded considerably in recent years and further expansion is contemplated. In 1955, the State's 33 million hundredweight crop was valued at 45.8 million dollars. The 1954 crop of 26.6 million hundredweight was valued at 50.3 million dollars.

Minnesota and North Dakota: The bulk of the potato crop in each State is grown in adjoining areas in the Red River Valley. Most of the production consists of the round red type potato. Minnesota has planted 84,000 acres for fall harvest in each of the past 4 years. An additional 5,000 acres or more was grown for late summer harvest. From 1953 through 1956, North Dakota's acreage ranged from 92,000 to 104,000 acres; 95,000 acres were planted in 1956. In 1956, yield in both States averaged considerably higher than in 1955; hot, dry weather reduced yield in 1955. In 1956, the two States' combined production amounted to 23.6 million hundredweight, almost 10 percent of the U. S. crop. The two States produced 16.1 million hundredweight in 1955. In 1956 Minnesota produced 3.1 million hundredweight of certified seed potatoes; North Dakota produced 2.6 million hundredweight. As of January 1, 1957, storage holdings in Minnesota totaled 6.7 million hundredweight, 1.8 million hundredweight more than in the previous January. North Dakota's storage holdings totaled 7.3 million hundredweight, about 3.2 million hundredweight more than in the previous January. During the 1955 marketing season, North Dakota shipped 11,200 carlots by rail and 2,700 carlot equivalents by truck. Minnesota shipped about 7,000 carlots by rail and 3,900 carlot equivalent by truck. Shipments from the 1956 crop in each State will total considerably higher than from the 1955 crop.

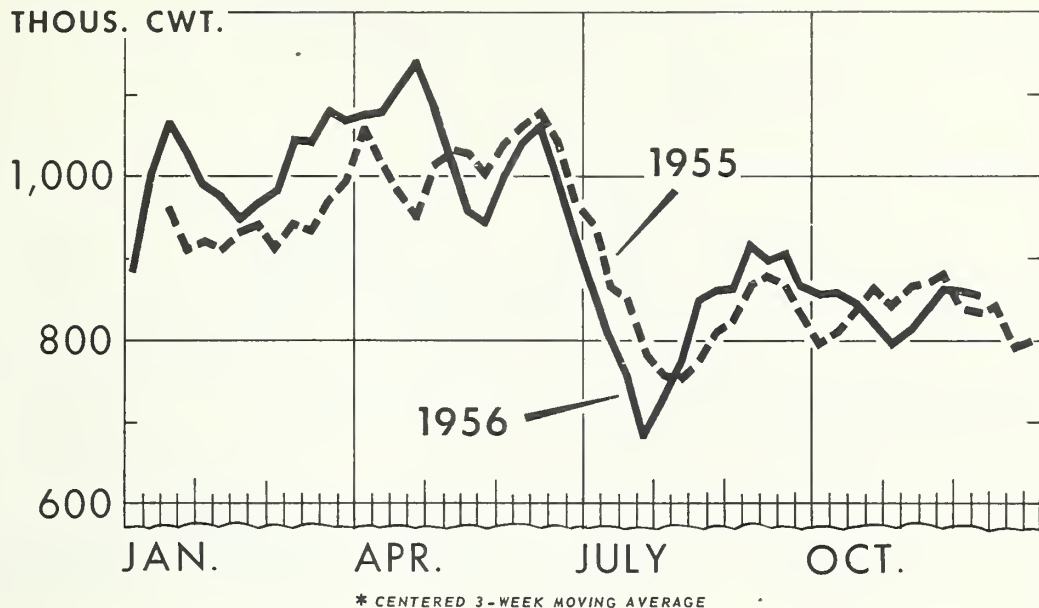
Colorado: From 1952 through 1956, the State's acreages ranged from 50,000 to 56,000 acres; 55,000 acres were planted in 1955. Almost 20 percent of the acreage is grown for late summer harvest - most of this acreage is in the Greeley District. Most of the fall crop is grown in the San Luis Valley. Most of the State's acreage is irrigated. The 1956 production amounted to about 10 million hundredweight, almost 900,000 hundredweight more than in 1955. From the 1955 crop, 4,336 carlots were shipped to market by rail and 12,700 carlot equivalents were shipped by truck. In both 1955 and 1956, crop quality was about normal. About 80 percent of the 1956 stocks are grading within marketing order standards. The State has one starch processing plant which is located in the San Luis Valley. Section 32 programs were activated for both the 1955 and 1956 crops. The 1955 crop of 9.1 million hundredweight was valued at 15.8 million dollars. The 1954 crop of 10.6 million hundredweight was valued at 21.5 million dollars.

New York ; Long Island Area: Planted acreage held relatively stable during the past 5 seasons. In 1956, growers planted 50,000 acres as compared to 55,000 acres in 1955, and 53,000 acres in 1954. About 75 percent of the 1956 acreage was grown under irrigation. Sixty percent of the 1956 acreage was for fall harvest. The area yield is considerably above the U. S. average. The 1956 yield was moderately higher than in 1955. The 1956 production amounted to 11.3 million hundredweight, slightly less than in 1955. Crop quality was generally good. The crop is marketed between mid-July and early February. The 1955 crop shipments amounted to about 23,100 carlot equivalents. The 1956 crop shipments will approximate 25,000 carlot equivalents. In 1955 and 1956 additional quantities were trucked to boat for export. A plant for processing potatoes into starch was recently constructed in the area. The 1955 crop production of 11.6 million hundredweight was valued at 12 million dollars. The 1954 crop of 11.6 million hundredweight was valued at 20 million dollars.

Summary: Maine, the Red River Valley and Idaho are key areas of fall crop potato production. In turn, Maine tends to dominate the potato industry in the East, the Red River Valley tends to dominate in the Midwest, and Idaho dominates in the Far West. If potato production in each of these three areas can be kept in near balance with market requirements, national potato marketing difficulties can be greatly alleviated.

New York, Pennsylvania, Michigan, Wisconsin, Colorado, Oregon, Washington and other areas also play significant roles in the potato economy. Production excesses are recorded within these States from time to time. Potato production has been declining in a number of these areas, and may continue to decline in 1957 and later years, because of more attractive alternative land uses. However, total acreage and production in most of these areas appear to be within their existing marketing potential. The primary problem in some areas is the hesitancy in adopting improved marketing practices. All production areas should sell only the higher quality stocks. Consumers rank quality and size above price when purchasing potatoes.

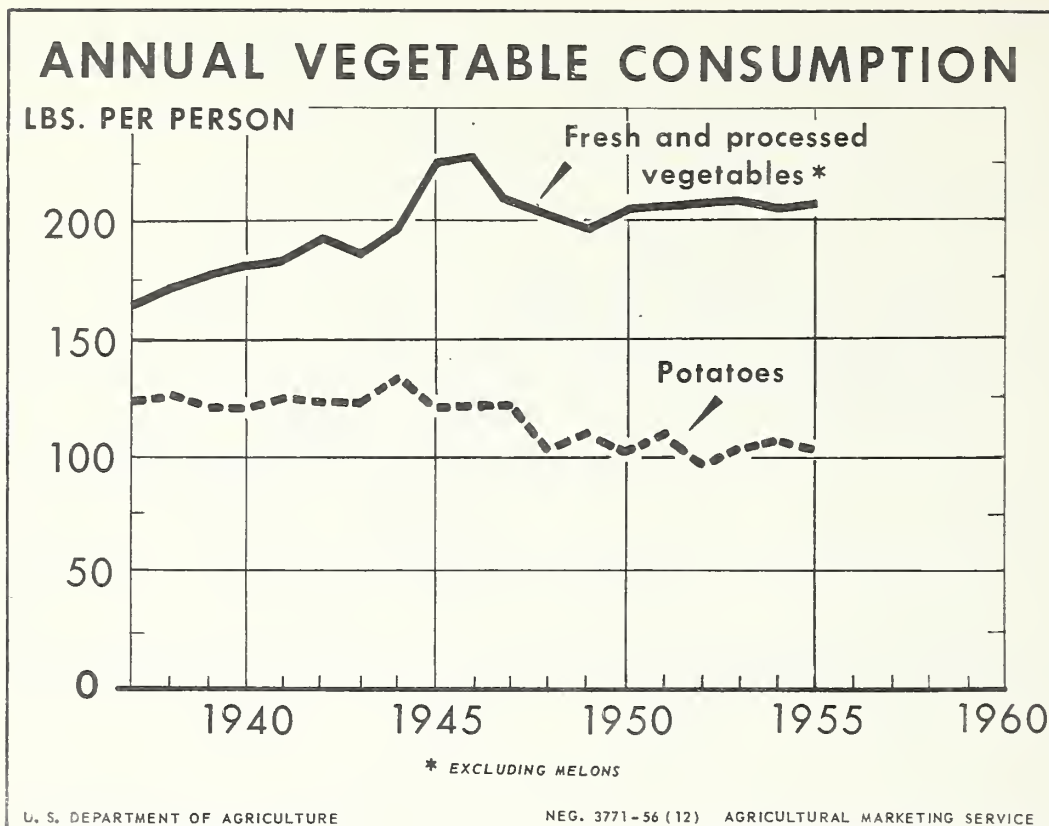
WEEKLY POTATO RECEIPTS IN 20 MARKETS *



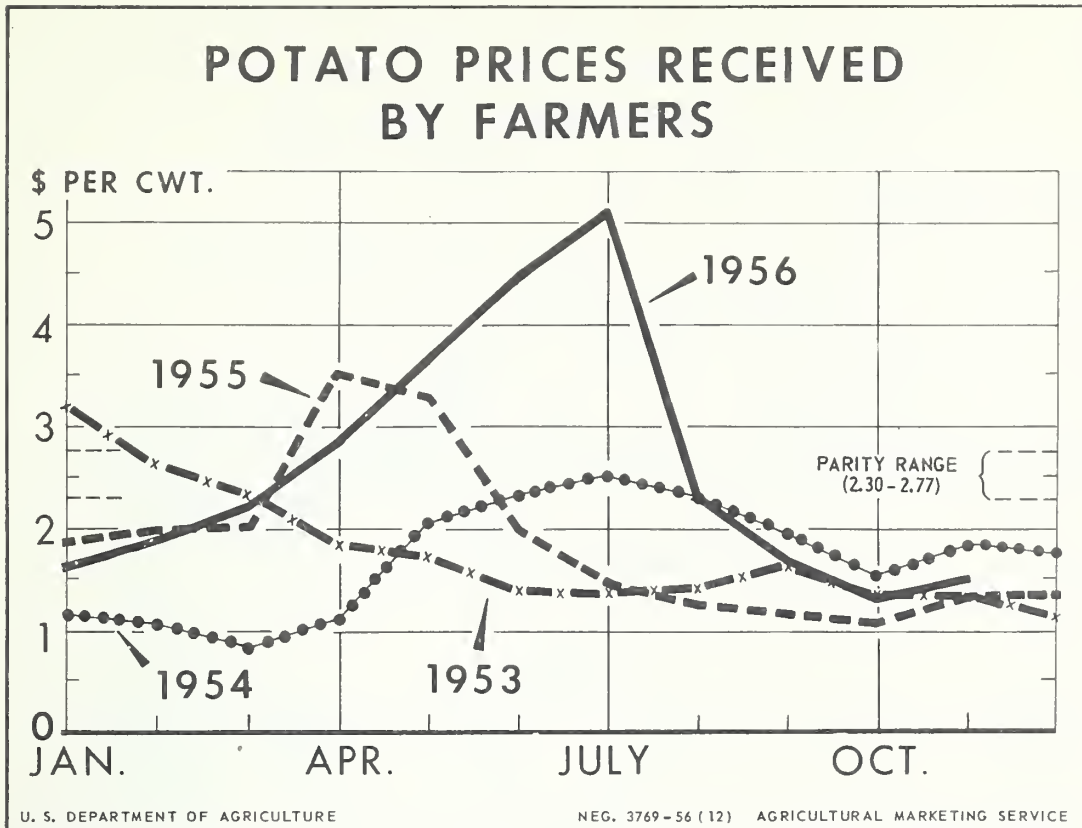
U. S. DEPARTMENT OF AGRICULTURE

NEG. 3770-56 (12) AGRICULTURAL MARKETING SERVICE

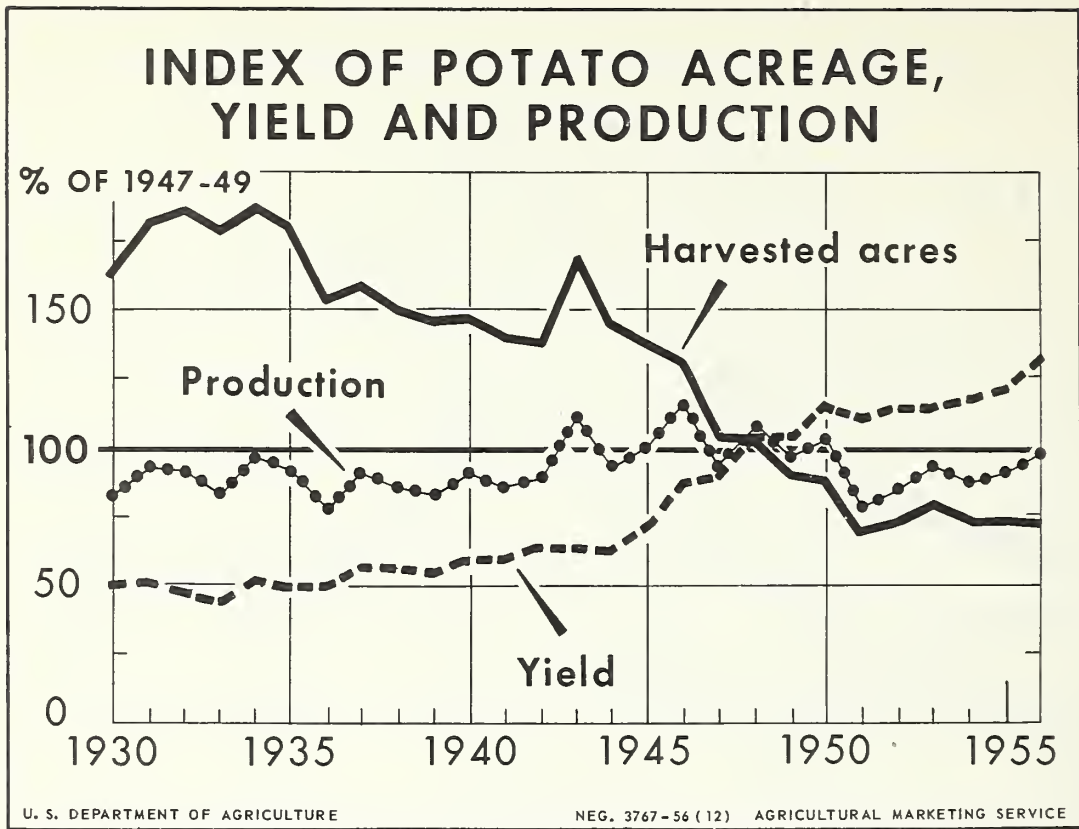
Each of the 20 major potato markets supply the potato needs of the immediate metropolitan area, as well as part of the needs of secondary markets - nearby small towns and villages. During the late summer and fall potato harvest seasons, secondary markets obtain a larger proportion of their requirements from other sources, with the result that potato receipts recorded for the major markets decline during the last six months of the year. Total requirements for potatoes remain relatively stable from season to season. (See Table 2)



Per capita consumption of vegetables in 1955 amounted slightly to over 300 pounds. This included 104 pounds of potatoes -- the largest single item. Per capita consumption of potatoes has held relatively stable since 1948. Consumption was maintained at a higher level during World War II. Currently, out of each 100 pounds of potatoes consumed, about 20 pounds are commercially processed. Potato consumption has held at a relatively high level, considering that many few food products have been added to the grocery list during the past ten years. (See Table 3)



Potato prices were at a near record high in July, 1956. Rains interrupted harvests in major summer crop areas and delayed movement of supplies into markets. This was an unusual situation. Normally, potato prices do not show a sharply defined seasonal pattern. However, the seasonal high usually occurs in the spring or summer, whereas the seasonal low usually occurs in the fall when the bulk of the crop is harvested. Market prices are influenced by both available and potential supplies. A change in the supply of potatoes is accompanied by a larger change in price in the opposite direction. (See Table 4)



The 1956 crop potato acreage was less than half the 1930 acreage; yield per acre was almost 3 times that of 1930. The index of production held relatively stable as increases in yield offset decreases in acreage. Increasing efficiency in potato production lowered potato acreage requirements by 1.7 million acres from 1930 to 1956. Yet the resultant production from the lowered acreage was large enough to supply the requirements for a population that had grown from 123 million persons in 1930 to about 168 million persons in 1956. (See Table 5)

Table 1 - Potato Acreage and Production by Seasons, 1949-56

Season	P L A N T E D A C R E A G E									
	1949	1950	1951	1952	1953	1954	1955	1956		
	Thousand Acres									
Winter	18.5	22.9	22.6	17.4	27.1	21.3	30.2	34.1		
Spring	255.2	266.5	201.8	209.0	251.8	198.8	213.8	192.7		
Summer	420.0	385.7	342.1	330.5	337.3	308.1	304.0	291.3		
Fall	1,081.4	1,038.3	806.7	859.9	946.4	903.0	912.5	893.6		
U. S.	1,775.1	1,713.4	1,373.2	1,416.8	1,562.6	1,431.2	1,460.5	1,411.7		
	P r o d u c t i o n -----									
	Million cwt.									
Winter	2.6	3.3	3.3	2.8	4.0	3.7	5.2	5.3		
Spring	30.5	32.6	25.3	27.8	34.3	28.5	30.7	28.4		
Summer	45.1	49.1	41.4	39.4	42.1	41.2	42.7	43.5		
Fall	162.8	174.1	125.8	141.1	151.3	146.1	148.4	166.0		
U. S.	241.0	259.1	195.8	211.1	231.7	219.5	227.0	243.2		

Table 2 - Potatoes: Centered 3-week Moving Average of Truck Receipts and Rail Unloads in 20 Markets 1/, 1955 and 1956

Week of : Year : Quantity : (1,000 cwt.)		Week of : Year : Quantity : (1,000 cwt.)		Week of : Year : Quantity : (1,000 cwt.)	
<u>1955</u>	1	<u>2/</u>	<u>1955</u>	36	<u>1956</u>
	2	<u>2/</u>		37	18
	3	962		38	19
	4	909		39	20
	5	918		40	21
	6	908		41	22
	7	930		42	23
	8	942		43	24
	9	921		44	25
	10	942		45	26
	11	930		46	27
	12	967		47	28
	13	996		48	29
	14	1,057		49	30
	15	1,013		50	31
	16	977		51	32
	17	947		52	33
	18	1,013			34
	19	1,030			35
	20	1,025	<u>1956</u>	1	36
	21	1,006		2	37
	22	1,043		3	38
	23	1,063		4	39
	24	1,074		5	40
	25	1,041		6	41
	26	969		7	42
	27	943		8	43
	28	865		9	44
	29	848		10	45
	30	782		11	46
	31	759		12	47
	32	751		13	48
	33	772		14	49
	34	807		15	50
	35	823		16	51
				17	52

1/ Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Kansas City, Los Angeles, New Orleans, New York, Philadelphia, Pittsburgh, Oakland, St. Louis, San Francisco, Seattle, and Washington, D. C.

2/ Not available.

Table 3- Civilian Per Capita consumption of
Vegetables and Potatoes, 1937-55

Year	Fresh and processed vegetables 1/ (pounds)	Potatoes (pounds)
1937	165.2	124
1938	171.3	127
1939	175.8	121
1940	180.6	121
1941	181.9	126
1942	193.7	125
1943	185.3	124
1944	197.9	135
1945	225.0	120
1946	229.4	122
1947	208.6	124
1948	203.4	103
1949	197.3	109
1950	205.8	102
1951	206.3	108
1952	206.5	99
1953	208.3	103
1954	205.1	106
1955 2/	207.1	104

1/ Excludes melons, canned and frozen potatoes, canned sweetpotatoes, canned baby foods and canned soups. Includes pickles and sauerkraut in bulk. 2/ Preliminary.

Table 4- Potatoes: Average Price Received by
Farmers, by Months, 1953-56

Month	1953	1954	1955	1956
	(\$ per cwt.)			
January	3.14	1.13	1.86	1.67
February	2.62	1.07	1.98	1.88
March	2.31	.84	1.99	2.26
April	1.88	1.15	3.49	2.72
May	1.73	2.07	3.23	3.42
June	1.40	2.37	2.00	4.39
July	1.37	2.51	1.51	5.19
August	1.40	2.27	1.30	2.48
September	1.62	1.96	1.22	1.68
October	1.35	1.56	1.12	1.37
November	1.31	1.82	1.33	1.53
December	1.15	1.79	1.33	1.48

Note: Parity ranged from \$2.30 to \$2.77 per cwt. during this period.

Table 5 - Potatoes: Index of Acreage, Yield, and Production
(1947-49 = 100)

Crop	:	Harvested	:		:	
Year	:	Acreage	:	Yield	:	Production
1930		164		50		83
1931		182		51		93
1932		187		48		91
1933		179		46		83
1934		188		52		98
1935		181		50		92
1936		155		50		78
1937		160		57		91
1938		150		57		86
1939		147		56		83
1940		148		61		91
1941		141		61		86
1942		140		64		89
1943		169		65		111
1944		145		64		93
1945		139		73		101
1946		132		89		118
1947		105		90		94
1948		104		105		109
1949		91		105		97
1950		89		117		104
1951		70		112		79
1952		73		116		85
1953		80		116		93
1954		74		119		88
1955		74		123		91
1956		73		134		98

